

# Public Document Pack

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

2nd April, 2019

## **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, 3rd April, 2019.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

### **AGENDA:**

- 6 (c) Tourism, Culture and Arts Delivery Plan 2019-20 (Pages 1 - 12)
- 6 (d) Support for World Chambers Congress Bid campaign (Pages 13 - 16)

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<b>Subject:</b>	Tourism, Culture and Arts Delivery Plan 2019-20
<b>Date:</b>	3 April 2019
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Lisa Toland, Head of Economic Initiatives and Economic Development Eimear Henry, Cultural Regeneration Manager

<b>Restricted Reports</b>	
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"/>

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	<p>The purpose of this report is to seek approval for the activities set out in the delivery plan for 2019-2020 to support:</p> <ul style="list-style-type: none"> <li>– commitments in the existing Cultural Framework for Belfast Action Plan 2016-2020 and the Integrated Tourism Strategy 2015-2020 including approval to enter into relevant legal agreements and Service Level Agreements with named delivery partners.</li> </ul>

	<ul style="list-style-type: none"> <li>– ongoing work on the development of a new Cultural Strategy 2020-2030 and associated implementation plans.</li> </ul>
<b>2.0</b>	<b>Recommendations</b>
2.1	<p>It is recommended that the Committee:</p> <ul style="list-style-type: none"> <li>• Notes the contents of this report</li> <li>• Agrees the work programme (2019/20) including the associated budget requirements, as set out in Appendix 1.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p><u>Background</u></p> <p>Members will be aware that, in March 2019, the City Growth and Regeneration Committee approved the draft Cultural Strategy 2020-2030 to go out for a 12-week public consultation. To support the ongoing development of this strategy, Committee also agreed with the proposed timeline to bring back a series of draft implementation plans and a financing strategy in September 2019. The Delivery Plan set out in Appendix 1 integrates this work with ongoing programmes already in place to support the delivery of the final year of both the existing Cultural Framework for Belfast 2016-2020 and the Integrated Tourism Strategy 2015-2020.</p>
3.2	<p><u>Key Issues</u></p> <p><i>New Cultural Strategy 2020-2030</i></p> <p>The purpose of the strategy document that was approved for public consultation subject to Council ratification is to present the overall approach and commitments over a ten-year period. The next phase of work will give detailed consideration to how this will be delivered in line with the agreed timeframe that requires new programmes to be operational from April 2020. Therefore the delivery plan for 2019/20 includes the development of initial three year implementation plans that as well as being cross-cutting will specifically address:</p> <ul style="list-style-type: none"> <li>– Arts and Heritage</li> <li>– Events and Festivals</li> <li>– Tourism product development including neighbourhood tourism</li> <li>– Major strategic initiatives.</li> </ul>

3.3	<p>These will be supported by a proposed investment model, communications strategy and evaluation framework. In addition, there is a need to continue with existing commitments to support the final year of implantation of the current Cultural Framework and Tourism Strategy.</p>
3.4	<p><i>Cultural Framework</i></p> <p>The plan has taken into consideration the range of actions to be delivered over the four-year period of the Cultural Framework Action Plan (2016-2020) and has identified a number of priorities to be delivered in the final year 2019/20. As in previous years, partnership working is essential to the development and delivery of actions within the Cultural Framework and Action Plan. Across each of the 4 themes of the existing Cultural Framework, some of the proposed actions for 2019/20 will include:</p>
3.5	<p><i>Distinctly Belfast</i></p> <ul style="list-style-type: none"> <li>– Deliver a City of Music programme to support plans to apply for UNESCO designation as well as animating the city centre and celebrating the city’s music heritage</li> <li>– Deliver a “Bringing Heritage to Life” programme and establishing a Heritage Forum</li> <li>– Deliver a partnership project with National Museums and Ulster University to increase access to existing collections.</li> </ul>
3.6	<p><i>Inspiring Communities</i></p> <ul style="list-style-type: none"> <li>– Deliver an Artist in Residence programme in a number of key locations across the City, funded through the Peace IV programme</li> <li>– Deliver an ongoing civic engagement programme that will also support the development of the strategy and the plans for 2020-2030.</li> </ul>
3.7	<p><i>Attracting Audiences</i></p> <ul style="list-style-type: none"> <li>– Develop and deliver a tailored programme of support on audience development and growing cultural audiences in partnership with the cultural sector and statutory partners.</li> </ul>
3.8	<p><i>Strengthening the Sector</i></p> <ul style="list-style-type: none"> <li>– Work in partnership with ACNI to deliver year three of the Resilience Programme, focusing on 14 key cultural organisations in Belfast</li> <li>– Engage with Arts and Business NI to continue to deliver a tailored programme</li> </ul>

of support that helps build the sustainability of small to medium sized cultural organisations.

3.9 *Tourism Strategy*

Since the publication of the Strategy, the tourism economy has continued to grow in the City and in Northern Ireland as a whole. Statistics published by NISRA in July 2018 show that, in 2017, there were almost 1.5million overnight trips to Belfast generating around £328million to the local economy. This is around a third of the total expenditure on tourism across the region. The sector also employs more than 18,000 people in the city. The profile of visitors to Belfast differs from that to other parts of NI; there are more business tourists, more cruise tourists and slightly fewer tourists visiting friends and relatives than other parts of NI.

3.10 In terms of Belfast's performance in 2018, the room percentages decreased a little – falling to 76.7% from 81.6% in 2017. The overall numbers of visitors using the hotels were up on the previous years. While this is reflective of the increased hotel stock in the city it also highlights the ongoing need to continue to support tourism growth. This includes the requirement for the Council and partners to enhance efforts to support high quality tourism product development in order to complement private sector investment in the hotels and wider hospitality sector in Belfast.

3.11 Appendix 1 sets out specific actions to support tourism growth in 2019-20 including the areas outlined below.

3.12 *Supporting Product Development, including Local Tourism*

Members will be aware that, in September 2018, a report was presented to Committee outlining the findings and recommendations for a Local Tourism Framework. The proposed approach has also been taken into consideration as part of the draft Cultural Strategy 2020-2030. The next stage of this work will be to develop a 3-4 year neighbourhood tourism implementation plan and funding model to be operational from April 2020. This will be presented to Committee as part of a larger programme of work in September 2019. There is however a need to build on the work that has taken place in recent years and agree an approach for 2019-20. In line with 2018-19 it is therefore proposed that the Council develops and manages a significant programme of capacity-building and information-sharing to improve the quality of existing products, bring forward new products and help develop coherent packages and experiences that are aligned to

	<p>visitor needs and in keeping with the tourism narrative. It is proposed that the focus of activity for 2019-20 will include:</p> <ul style="list-style-type: none"> <li>– Use of local conduits where possible to increase engagement and promote the benefits of participation (e.g Fáilte Feirste Thiar, Eastside Tourism)</li> <li>– Testing out of potential new products – support for initial feasibility to help bring forward ideas emerging from the local consultations and engagement activity and working with new capital schemes coming forward from Council</li> <li>– Capacity building and development work on cluster approach, in conjunction with Tourism NI - involvement of industry experts and practitioners who have first-hand experience of this activity.</li> </ul> <p>3.13 <i>Supporting Business Tourism Investment</i></p> <p>Members will be aware that the Council and Tourism NI have, for a number of years, co-invested in a Conference Support Scheme for the City. This has been a key element of the business tourism support activity over recent years and will be critical if the growth ambitions are to be achieved in the coming years. It is proposed that the Council makes an investment of £200,000 in this scheme for 2019/20 in line with levels of investment in recent years. This allocation will be matched by investment from Tourism NI. In addition to the Conference Support Scheme, the Council will continue to provide access to City Hall for key functions such as conference receptions as this is a critical element of added value and a unique selling point for the City.</p> <p>3.14 <u>Financial &amp; Resource Implications</u></p> <p>Activities identified in Appendix 1 will be resourced from the agreed departmental budget allocations for the current financial year. These have already been approved as part of the estimates process. Up to a further £100,000 has been allocated from resources set aside for the stage 2 bid for European Capital of Culture for the ongoing development of the new Cultural Strategy 2020-2030.</p> <p>3.15 <u>Equality or Good Relations Implications/ Rural Needs Assessment</u></p> <p>Existing strategies have been equality screened. The draft Cultural Strategy 2020-2030 will be subject to an Equality Impact Assessment and Rural Needs Assessment.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
4.1	Appendix 1: Culture and Tourism Delivery Plan 2019-2020





## APPENDIX 1: 2019-20 Tourism, Culture and Arts Delivery Plan

The proposed programme below aligns ongoing development of the draft Cultural Strategy 2020-2030 with existing commitments from the Cultural Framework 2016-2020 and the Integrated Tourism Strategy 2015-2020 for the period up to March 2020.

Strategic Alignment	Project Name	Project Description	Actions/ Targets	Timeline	Budget
<b>Strand One: Engagement</b>					
New Cultural Strategy	Public Consultation	Building on the extensive engagement that has already taken place, we will carry out a 12-week public consultation on the draft cultural strategy including in depth civic engagement through a series of creative workshops and initiatives.	<p>Delivering:</p> <ul style="list-style-type: none"> <li>– Online Surveys</li> <li>– Public exhibitions</li> <li>– Workshops</li> <li>– Creative projects</li> </ul> <p>Reaching:</p> <ul style="list-style-type: none"> <li>– 50,000 digital audience</li> <li>– 30,000 on-street engagement</li> <li>– 4,300 audience</li> <li>– 400 participants</li> </ul>	April – June 2019	£40,000
Cultural Framework Inspiring Communities/ New Cultural strategy	(Y)our Home Engagement Projects	Following on from the success of 8 pilot project in 2018/19 we will deliver phase 2 of this programme working across the city to work with target groups to increase participation in cultural life.	4 further pilot projects working with groups across the city reaching 480 participants.	April 2019 – March 2020	£60,000
Cultural Framework Distinctly Belfast/ New	Heritage Development	<p>Deliver a “Bringing Heritage to Life” Programme</p> <p>As part of this project we will continue to work with UAHS to support a number of animation</p>	Deliver minimum of 4 engagement sessions with heritage sector.	April 2019 – March 2020	£15,000

Cultural Strategy		<p>events in a range of historic buildings throughout the City. This will include engagement in and support for Heritage Open Days.</p> <p>In order to support the development of the new Cultural Strategy we will also establish a Heritage Forum.</p>	Deliver events in 6 heritage buildings across the city.		
Cultural Framework Distinctly Belfast/ New Cultural Strategy	Art Unwrapped	Following pilot of a partnership project in 2018 including Belfast City Council, National Museums and Ulster University we will deliver a public engagement programme and public exhibition to increase awareness and access to existing collections.	<p>Deliver engagement project in minimum of 6 schools across Belfast with 180 participants.</p> <p>Deliver public engagement campaign.</p> <p>Deliver public exhibition to reach audience of 5,000.</p>	April – December 2019	£10,000
<b>Strand Two: Investment</b>					
Cultural Framework	Core multi-annual funding	Delivery of year 4 of approved 4-year multi-annual funding programme to support arts and heritage organisation.	56 organisations supported to deliver annual programme of activities in Belfast.	April 2019 – March 2020	£1,450,592
Cultural Framework	Project Grants	Ongoing delivery of small grants programme including Community Festivals funding.	Fund a minimum of 25 projects to support engagement with audiences and participants across the city in line with existing criteria and alignment to the Cultural Framework.	April 2019 – March 2020	£237,000

Cultural Framework / New Cultural Strategy	Resilience Programme	Delivery of Year 3 of resilience programme offering additional support and development to 14 Belfast based arts organisations. (This programme has previously been approved by CGR).	Professional Development Programme.  Implementation of development and business plans for 14 organisations.	April 2019 – March 2020	£100,000
New Cultural Strategy	City Compact	Implementation of recommendation from Cultural Enquiry by Core Cities network. This will establish a governance and investment model for culture in the city.	Establishment of City Compact consisting of range of partners.	September 2019 – March 2020	£20,000
New Cultural Strategy	Investment Programme	To support the delivery of the new Cultural Strategy there will be a new investment model and financing strategy. This will require procuring external services including design of online application system.	New online funding programmes	April – September 2019	£50,000
Tourism Strategy	Conference Subvention	Contribution to Conference Support Scheme for the City in partnership with Tourism NI. This has been a key element of the business tourism support activity over recent years and will be critical if the growth ambitions are to be achieved in the coming years.	Support for conferences to be measured and evaluated.	April 2019 – March 2020	£200,000
Tourism Strategy	Lagan Canal Trust	Ongoing annual support for Lagan Canal Trust in partnership with other local authorities to support annual programme of work.	Annual funding agreement with specific targets to be developed.	April 2019 – March 2020	£17,000

Strand Three: Strategic Initiatives					
Cultural Framework Inspiring Communities		<p>Ongoing delivery of an Artist in Residence programme, funded through Peace IV programme.</p> <p>There are a number of phases to this programme including;</p> <p>1) A cultural mapping exercise to identify 8 key areas for intervention. These will be in areas where cultural output or provision is low, in interface areas or in areas that are in close proximity to interfaces.</p> <p>2) Rolling out of a Capacity Building programme in each of the 8 areas. The outcome will be the development of a Terms of Reference for the artist.</p> <p>3) Commissioning of 8 artists to undertake an 18-month residency in each of the identified areas. All residencies will explore the themes of diversity, tolerance and respect as part of the process of co-creation. All residencies will focus on removing barriers to participation to ensure that all sections of the community can engage with high quality culture, arts and heritage.</p>		Ongoing	Ongoing Peace IV funding
Cultural Framework/ Distinctly Belfast/ Tourism Strategy/ New Cultural Strategy	City of Music	<p>Deliver of Year 2 of City of Music programme to support:</p> <ul style="list-style-type: none"> <li>- Bid for UNESCO Creative Cities Status</li> <li>- Baseline research</li> <li>- Enhanced programming support</li> </ul>	<p>Baseline research published</p> <p>UNESCO bid phase 1 complete</p> <p>Support local music organisations</p>	April 2019 – March 2020	£90,000

			Support for Other Voices to be delivered in Belfast in 2019 with wider programme delivered across the city.		
Tourism Strategy/ New Cultural Strategy	Local tourism	Deliver capacity building programme to support existing delivery partners as well as appropriate scoping and development work to help bring forward new tourism products, in line with the tourism narrative.	Support for delivery partners with targets to be developed as part of funding agreement.  Citywide scoping exercise carried out  Capacity building programme delivered	April 2019 – March 2020	£160,000
<b>Strand Four: Sector support</b>					
Cultural Framework Strengthening the sector	Festivals & Visual Arts Forum	Target: Support collaboration and partnerships on a local level - Develop a programme of capacity building support for festival organisations on areas such as marketing and audience development. - Support the Visual Arts Forum and Festivals Forum in partnership with other bodies such as ACNI. - Develop annual action plans for both fora. - Provide ongoing Officer support as required.	Actions plans to be developed and delivered.	April 2019 – March 2020	£34,000
Cultural Framework Attracting Audiences	Audience Development	Deliver key audience development actions via Service Level Agreement with Thrive to include: Key Actions:	Publish research on levels of engagement and barriers to accessing cultural activities.	April 2019 – March 2020	£50,000

		<ul style="list-style-type: none"> <li>- Undertaking a programme of research to enhance the understanding of cultural audiences in Belfast through ticketing data across venues and festivals.</li> <li>- Work to embed the insight from this research through practical actions and advocacy.</li> <li>- Examine opportunities for data collection across large scale, non-venue based events.</li> <li>- Undertake a series of organisational level interventions.</li> </ul>	Training programme for organisations to support audience development.		
Cultural Framework Strengthening the sector		Action: Develop and deliver a programme of support through Arts and Business NI. Support and build the sustainability of small to medium sized cultural organisations. Officers are in the process of identifying next phase of this programme.	Deliver of professional development programme for up to 10 participants.	April 2019 – March 2020	£20,000
<b>Strand Four: Sector support</b>					
Tourism Strategy	Data	The Council has been working with partners including Tourism NI, Visit Belfast and the Smart Cities team to develop new technology-based solutions to improve data collection in order to provide the tourism industry with improved insights into visitor numbers as well as qualitative feedback on their experiences of the City.	Tourism insights data to inform implementation plans and ongoing development.	April 2019 – March 2020	£17,000
Tourism Strategy/ New Cultural Strategy	Market Research	New cultural strategy presents a draft tourism narrative and themes for the city. This requires market testing.	Market testing results to inform final narrative and themes.	April 2019 – March 2020	£30,000



<b>Subject:</b>	Support for World Chambers Congress Bid campaign
<b>Date:</b>	3 April 2019
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Lisa Toland, Head of Economic Development and International Initiatives

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

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of this report is to seek approval for Belfast City Council support for the campaign to host the World Chambers Congress event in the city in 2023. This bid is a joint effort involving many city and regional partners. If successful, it is estimated that the congress would have an economic impact of almost £2million for Belfast.

<b>2.0</b>	<b>Recommendations</b>
2.1	<p>It is recommended that the Committee:</p> <ul style="list-style-type: none"> <li>• Notes the proposed joint bid to hold the World Chambers Congress in Belfast in 2023</li> <li>• Agrees to allocate up to £10,000 of Council resources towards the bid process and to agree to attendance at the Rio event in June 2019 by a senior officer from the Council, as part of a wider delegation from Belfast. Costs for attendance not to exceed £3,500.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	The Northern Ireland Chamber of Commerce and Industry (NI Chamber), supported by Visit Belfast and Invest Northern Ireland, is bidding to host the ICC WCF World Chambers Congress in 2023 and is working in partnership with a range of Northern Ireland stakeholders to help drive the campaign and add weight to the bidding process.
3.2	The Congress is held every two years in a different region of the world, and is a three-day event that brings together over 1,000 delegates representing chamber leaders, business heads and key government figures. Travelling from across the globe, they attend to learn and be inspired by some of the world's leading influencers – all with the goal of helping transform the future of business.
3.3	The opportunity to host the Congress in Europe only comes round every 8 years with the next European bidding cycle completing in Autumn 2020. NI Chamber has lobbied its networks in GB and ROI, and Belfast will go forward as the only UK/Ireland bidding city, with the support of the 52 UK and 24 Irish Chambers of Commerce. This significantly enhances the strength of the Belfast bid.
3.4	<p>The World Chambers Congress has been identified as a key strategic hosting opportunity and securing the Congress for Belfast could contribute an estimated £1.92m to the local economy as well as supporting the economic objectives of:</p> <ul style="list-style-type: none"> <li>▪ Attracting foreign direct investment</li> <li>▪ Establishing links for international trade</li> <li>▪ Promoting business and leisure tourism.</li> </ul>
3.5	NI Chamber has initiated a two-year bidding campaign which will culminate in the final bid presentation to members of the World Chambers Federation General Council in November 2020. In 2019, the campaign will focus on generating awareness of the Belfast



	<p>bid as well as outreach to the key decision makers within international Chambers. A core element of this strategy will include attendance at the 2019 World Chambers Congress being held in Rio de Janeiro in June this year. It is a significant opportunity to:</p> <ul style="list-style-type: none"> <li>▪ Showcase Belfast’s bid proposition and all associated messaging</li> <li>▪ Connect with Chamber representatives from the judging panel</li> <li>▪ Evidence commitment to supporting the congress through sponsorship</li> <li>▪ See the Congress first hand to aid Belfast’s own bid development.</li> </ul>
3.6	<p>The promotional campaign will continue in 2020 and align with the application process. This will involve a range of engagement and outreach activities to build the case for Belfast as the preferred host city. It is likely to include activities such as engagement with WCF judging chambers, hosting international speakers from the WCF network, bid brand and messaging development and bid book development outlining the city’s proposition. As part of the process, there will be a site visit to Belfast encompassing a visit to the venue and engagement with partners to establish the nature of the local support for the bid. The details of the bid will be presented directly to the World Chambers Federation Jury in November 2020.</p>
3.7	<p>Given the scale of investment required and the need for input across a range of public and private partners, NI Chamber is bringing together a steering group comprised of key stakeholders. Belfast City Council has been asked to be part of that steering group, alongside other partners including Invest NI, British Chambers of Commerce, Chambers Ireland, Visit Belfast and ICC Belfast. These partners are also being asked to resource the bid development process over the coming two years. The amount requested from Belfast City Council is £10,000 towards the bid development activity. In order to demonstrate the breadth of support for the bid, the Council has also been asked to consider sending a senior officer to Rio for the upcoming World Chambers Congress. The costs associated with attending this event will not exceed £3,500. If the bid is successful, the organisers will seek to draw down funding from the conference subvention scheme which is funded by Belfast City Council and Tourism NI.</p>
3.8	<p><u>Financial &amp; Resource Implications</u></p> <p>The financial ask of the Council is £10,000 towards the 2019/20 bidding process. The Council has also been asked to consider attendance at the Rio 2019 event by a senior officer. Costs associated with attendance at this event will not exceed £3,500. The NI Chamber has also asked the Council to consider appointing a senior officer to be part of</p>

3.9	<p>the steering group for the bid process. The aforementioned costs will be drawn from existing Economic Development Departmental budgets.</p> <p><u>Equality or Good Relations Implications/ Rural Needs Assessment</u></p> <p>No specific equality or good relations implications. No issues associated with the Rural Needs Assessment.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None